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ABSTRACT

A study was conducted to investigate the extent to which local television stations exhibited diversity in newscast content within three midwest broadcast markets. A second objective was to describe the nature of the news content characteristic of local news stories that were broadcast by only one station within a market (or unique news stories). A content analysis of 45 local television newscasts on nine different stations was followed by the administration of in-depth interviews with the stations' news editors. The interviews solicited information from the editors about sources of unique news stories and about their perceived newsroom philosophies in the coverage of unique news stories. Results showed that more than half of local stories analyzed were categorized as unique. These stories most frequently involved the topic Human Interest/Feature when analyzed with respect to all local stories. (Appendixes contain definitions of news story topics and brief summaries of each local news story analyzed.) (Author/FL)

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Radio-Television Journalism

PRODUCT DIFFERENTIATION IN LOCAL TELEVISION NEWS

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CS 207645

Radio-Television Journalism Division

PRODUCT DIFFERENTIATION IN LOCAL TELEVISION NEWS

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ABSTRACT

An exploratory case study was conducted to investigate the extent to which local television stations exhibited diversity in newscast content within three midwest broadcast markets. A second basic objective was to describe the nature of the news content characteristic of local news stories which were broadcast by only one station within a market (or unique news stories).

A content analysis of 45 local television newscasts was followed by the administration of in-depth personal interviews with television news editors. The interviews solicited information from the editors about sources of unique news stories and about editors' perceived newsroom philosophies in the coverage of unique news stories. Over half (50.3%) of local stories analyzed were found to be unique news stories. These stories most frequently involved the topic Human Interest/Feature when analyzed with respect to all local stories.

Presented to the Radio-Television Journalism Division, Association for Education in Journalism and Mass Communication Annual Convention, Corvallis, Oregon. August 1983.

INTRODUCTION

Dramatic advances in communication technology during the 1970's and early 1980's pose important implications for Americans with respect to public policy and the mass media. One such implication involves the role of local news media in serving the growing information needs of the community through helping maintain a "marketplace of ideas." The Federal Communications Commission has recognized this role as a significant one for commercial broadcast media in their function of serving the public interest. Specifically, the Commission has endorsed a policy which advocates diversity in broadcast news and public affairs programming (Nestvold, 1973).

Few systematic studies have investigated the extent to which local television stations have been responsive to the F.C.C.'s interests in diversity of news programming. One possible reason for this scarcity is that the Commission has been vague in establishing what constitutes "diversity" in the context of program content. In an age of "new technologies" diversity of news programming is a policy objective which needs to be empirically explored and better understood to determine its utility in future years.

The utility of studying local television news diversity is applicable to both news judgement and to telecommunication policy. Local newscasts make an important contribution to the total information pool of a community. They do so by presenting both common and diverse news items. Previous research on local television news has focused heavily on "similarity" or "commonality" of news values and news treatment. Often this perspective has been applied in studies which have attempted to explain and predict electronic

news judgment (Buckalew, 1969; Buckalew, 1974; Lowry, 1971). Few studies have analyzed news content and news judgment based on the unique or non-duplicated stories aired by competing stations within a broadcast market.

While there appears to be merit in studying editors' perceived preferences for similar news content, a research approach based on "content diversity" might yield new insights into electronic news judgment and the gatekeeping process. A study of this kind is also valuable for its potential to explore possible relationships between market size and diversity of news programming. The "localism" doctrine advocated by the Federal Communications Commission is based on the assumption that the larger the number of stations serving a community the greater the probability that citizens will be exposed to a broad diversity of information, issues, and ideologies. The Commission has recognized that diversity of program sources and view points helps to insure that the unique needs and interests of a community will be served.

Therefore, an underlying objective of the study was to investigate the question of whether the number of television stations in a community is associated with the variety of information broadcast by local stations in that community. The study was designed to describe to both consumers and broadcasters the contribution made by local television stations to news content diversity within the community. Relatively little objective evidence of such a contribution presently exists. Consequently, this study attempted to address the following research questions:

(1) To what extent do local television stations exhibit diversity in news programming?

(2) Is there a potential relationship between local television news content diversity and size of broadcast market (number of stations in a market)?

(3) What story topics do non-duplicated or "unique" local news items most frequently involve, e.g. crime, politics, education, etc.?

(4) What are the most common sources of unique local television news stories?

(5) What specific newsroom philosophies are perceived as influential in the coverage of non-duplicated or unique stories in the opinions of local TV news editors?

REVIEW OF RELATED STUDIES

Scholarly research relating to local television news diversity has been minimal. Most relevant studies have analyzed content diversity in network television news. Lemert (1974) content analyzed early and late evening newscasts of the three commercial networks over a 14-day period. He found that 70 percent of all stories included in weekday newscasts were used by at least two networks. The study also revealed that duplication among all three networks was higher during the week than on weekends.

Fowler and Showalter (1974) analyzed the news content broadcast by the three networks over a five-day period and found a high degree of similarity in the topics broadcast during the news programs. The researchers found that most of the stories carried by any one network were carried by at least one other network in each evening newscast. The study also showed that nearly one-third of the newscast time of each network was devoted to non-duplicated stories.

Other studies on network television news diversity have examined and compared specific kinds of news content broadcast by the networks during or around the time of historically significant events. A case in point was Lowry's (1971) investigation of network

news content before and after former vice-president Spiro Agnew's popular address attacking the structure of the network TV news industry. The study indicated that network newscasts which followed the speech made noticeably greater use of attributed sentences, a safety valve used by networks in reporting on government.

Additional studies have investigated "local" television news diversity. Nestvold (1973) found that VHF stations demonstrated a degree of content diversity in their news programming, while UHF stations studied broadcast little locally originated news. Dominick, Wurtzel, and Lometti (1975) reported that network affiliated stations in New York devoted about the same amount of newscast time to "hard news" stories. However, the researchers found that stations differed significantly in the time each devoted to feature, human interest, and humor news content. Additional analyses of local television news content have been reported by Lyle and Wilcox (1963), Adams (1978), Wufemeyer (1982), Smith (1979), Ryu (1982), and Anderson (1971).

Although his theoretical model on content diversity has been most frequently associated with entertainment programming, Steiner (1952) has provided a limited foundation by which to approach the problem of program diversity. In analyzing program patterns of competing radio stations, Steiner (1952) concluded that the advertiser-support nature of commercial broadcasting has contributed to the tendency of stations to maximize audience shares through the broadcast of the same types of mass appeal programs. Duplication of program types, according to Steiner, will occur more frequently in small markets due to economic incentives to maximize profits by playing it safe.

METHOD

A two-stage research design was employed for the purpose of analyzing content diversity and for describing editors' perceived news philosophies in coverage of unique news stories. A "unique" news story was defined as a local news story aired by only one station within a market on a given news day. The term "news content diversity," as used in this study, referred to the percentage of non-duplicated news items broadcast by stations within an individual market during the sample period, based on the total number of local news stories aired in the market.

The sample period and broadcast markets studied were purposively selected. Audio tapes of the early evening newscasts of nine stations in the Detroit, Toledo (Ohio), and Lansing (Michigan) markets were obtained over a five-day period in June, 1982. Research data included a total of 45 newscasts, including 37.5 hours of local news programming time. A content analysis of recorded newscast data was followed by the administration of in-depth personal interviews with news directors of the sample stations. These stations included only commercial broadcast stations in each market which originated a substantive and regular local news broadcast on a daily basis.

A questionnaire was designed to solicit information from editors about unique news stories carried by their respective stations. The personal interviews with news editors were administered by the researcher one month after the sample period. News content was coded by story topic using a 10-item index of categories developed by the researcher*. Additionally, the time of each story, the number of stations sharing a story, and a brief story description were recorded. A panel of coders, including the researcher and two

*Definitions of content categories are included in Appendix A.

graduate students in telecommunication, coded each of the total 527 local news items*. Intercoder reliability measures obtained for story topic exceeded 95 as a percentage of agreement.

The unit of analysis, the news story, was defined as any topic introduced by the anchorman, coupled with any report or reports by other correspondents on the same topic and any concluding remarks by the anchorman (Fowler and Showalter, 1974). Data analysis included comparisons of content diversity both with respect to individual stations within a market and with respect to the three markets collectively. Percentages were utilized to describe the magnitude of content diversity and to describe the story topics most frequently associated with unique news stories. Interview data were transcribed and used to describe sources of unique news stories and to describe news philosophies which editors perceived to be influential in covering such stories.

RESULTS

A total of 527 news items were content analyzed, of which 265 were found to be unique news stories. Therefore, 50.3% or half of the news items broadcast over the five-day sample period were diverse or non-duplicated items. Table 1 shows a percentage breakdown of unique news items for each of three markets.

In each market member stations made sizable contributions to the pool of unique news items aired within the market, as is demonstrated in column one. Further the percentage of each station's local news budget which was unique was relatively balanced among all nine stations. Column four of Table 1 shows that this percentage ranged from a minimum of 38 percent to a maximum of 60 percent. In terms of news content diversity, as defined in this study, each of

*Brief story descriptions of unique news items are in Appendix B.

the markets exhibited a balanced unique news story output, approximating 50 percent in each case. As shown in column four, nearly 52 percent of Detroit stories were unique news items, compared to 46 percent for Toledo, and approximately 55 percent for Lansing.

The evidence above indicated that the smallest market, Lansing, exhibited the highest percentage of news content diversity, followed by Detroit and Toledo, respectively. However, it should be noted that the above data showed that each station adds to the news content diversity in each individual market, since the overall percentage of unique story output for each market is about the same (approaching or slightly above 50 percent). Table 2 presents the percentage of unique news stories (based on total unique stories, N=265) broadcast by each of the markets. The data appeared to support the theoretical perspective offered by Steiner (1952), i.e. the larger the broadcast market the greater the number of non-duplicated program types. This study, however, examined types of content within an individual program type. It was expected that because local news is the major form of local programming at most commercial television stations and subject to the same market forces affecting entertainment programs, that the Steiner theory would still be applicable.

The data in Table 2 indicates that the Detroit market broadcast 56 percent of the total unique news stories, compared to 28 percent for Toledo, and 15.5 percent for Lansing. When analyzed in this way, the data imply a potential association between size of market and amount of unique news stories aired. However, such a proposition requires additional confirmation in future studies and must be qualified, due to certain confounding variables such as length

of newscast. It should be noted that this study examined only the early evening newscast of each station studied on a given news day, however, the length of individual newscasts ranged from 30 minutes to two hours. The great majority of newscasts were 30 minutes in length.

Tables 3 and 4 show the percentage of local news time devoted to unique news stories by each station and by each market, respectively. Again, the data clearly indicate that each station within a market has made a sizeable contribution to news content diversity, in this instance with respect to the amount of time devoted to unique news items. From both an individual station perspective and a market perspective, it is apparent that the percentage of time devoted to unique news stories was relatively balanced and substantial. Data in column four of Table 4 shows that 50.5 percent of local news time in Lansing was devoted to unique news stories, compared to 46 percent for Detroit, and 44 percent for Toledo.

It is noteworthy that six of the nine stations devoted nearly 50 percent or more of their local news time to unique news stories. Another item which the study sought to explore was the average amount of time devoted to unique news items by the stations studied. Table 5 lists both the average amount of time devoted to unique stories and to all local stories by each station. The data in columns one and two revealed that stations showed no consistent pattern with respect to average unique story time and average all story time. However, findings showed that the overall average amount of time devoted to the individual unique news story was less than that for an individual local story (whether duplicated or unique). An average of 1.35 minutes was devoted to the individual unique news item compared to 1.47 minutes for the individual local

news item.

Story topics with the largest percentage of unique news stories were Human Interest/Feature, Health/Medical/Science, and Business/Economics. Data in Table 6 indicate that 79 percent of Human Interest/Feature stories were unique news items and that 76.5% of Health/Medical/Science stories were unique stories. The data shows that 72 percent of Business/Economics stories were unique news stories. Topic categories associated with traditional broadcast news beats, e.g. Crime/Courts, Government/Politics, and Education, were moderately associated with unique news stories, as may be observed in column three. This finding suggests that story topics which are not typically associated with broadcast news beats are more likely to involve unique news stories than are topics which are associated with such beats.

The above findings are graphically illustrated in Figure 1. As can be seen no unique news items were associated with the topic Religion. The topic category which, otherwise, involved the smallest percentage of unique news stories was Accident/Disaster (21.8 percent). The amount of local news time associated with each topic category (in minutes) is listed in column two of Table 7. In column one is listed the amount of time (in minutes) devoted to unique news items, or unique story time. The largest amount of unique story time was associated with the topic Human Interest/Feature. A substantial amount of unique story time was also associated with the topic Government/Politics. As the data indicates in column three of Table 7, the topic category in which the largest percentage of local news time was devoted to unique news items was Human Interest/Feature with 85 percent, followed by Health/Medical/Science with 81 percent, and Business/Economics with

66 percent.

The study also analyzed unique local news stories with respect to story type (hard news versus soft news). Table 8 presents these data and reveals that the overwhelming majority of unique news stories (77 percent) were hard news stories. This finding suggests strongly that news content diversity in the three markets studied was not a consequence of station coverage of soft news or of fluff pieces. Instead, differentiation of news content within each market was most often associated with hard news stories.

In addition to the above finding, the data in Table 8 show that a higher percentage of soft news stories were unique news items (about 79 percent), compared to hard news in which 45 percent of all such stories were unique items. These findings suggest that given the two story types, unique news stories are more likely to be associated with soft news than hard news. Nonetheless, a substantial majority of unique news stories broadcast in the three markets were hard news items. A similar pattern emerged when the amount of time devoted to the two story types was analyzed with respect to unique news stories.

Data in Table 9 show that for unique news stories and for local stories, generally, a substantially larger amount of time was devoted to hard news versus soft news. However, the data in column three indicate that a substantially larger percentage of local news time devoted to soft news involved unique stories (85 percent), whereas, 39 percent of local news time devoted to hard news involved unique news stories. Nonetheless, stations devoted over 2½ times more unique story time to hard news than to soft news. This result may be futher demonstrated when the above data are examined on a market basis, as shown in Table 10. In columns

four and five, it may be observed that in each of the three markets substantially higher percentages of local news time devoted to unique news stories were associated with hard news as opposed to soft news.

The findings clearly demonstrate that a substantial amount of unique news items were aired in each of the three markets over a period of only five days. It would appear, based on these results, that diversity of local television news content was realized in these markets. However, this study does not assume that local television news diversity is absolutely desirable for the public welfare. It is obvious from the rulings and policies of the Federal Communications Commission that the agency does consider it a desirable state of affairs. Future studies should attempt to empirically answer the question of whether or not local television news diversity is desirable for the public's welfare, and if so, at what level does this practice accomplish its social purpose.

PERCEIVED NEWSROOM PHILOSOPHIES AND UNIQUE STORIES

On the basis of comments made by editors during in-depth personal interviews, it was possible to characterize stations with respect to the perceived attitudes and philosophies which editors attributed to the coverage of unique news stories. Local television news editors frequently associated the coverage of unique news items with unwritten newsroom philosophies, as opposed to a written departmental policy. The newsroom philosophies which editors most frequently cited in this regard included the philosophies of: (1) covering "people oriented" stories which have direct impact on the greatest number of people in the station viewing area, (2) covering local labor and economic news stories in view of economic

hard times which have been experienced in the local community, (3) pursuing follow-ups or of providing continuous coverage of an on-going news story or one which the station had carried earlier, (4) providing continuous coverage of governmental figures and of political campaigns to assist voters in deciding for whom they should cast their local and state ballots, and (5) covering consumer-user type stories which viewers will find informative and useful, and which will promote "self help" among consumers.

Most of the editors interviewed took particular pride in Human Interest/Feature news items. One editor noted that a station's identity, in terms of news, often rests with the kinds of feature pieces which the news organization routinely incorporates into its local newscasts. Comments from several editors endorsed the notion that feature news items are apt to be unique news stories more often out of design, as opposed to by coincidence. Editors generally agreed that a touching feature story offers the station a unique opportunity to relate to viewers on a personal level. Comments such as those above supported the finding that soft news and/or Human Interest/Feature stories are significantly related to unique news stories in several respects, as noted earlier.

Interview data also revealed that individual stations within a market often place a premium on certain news topics, and one way which stations express this preference is by assigning beat reporters or special correspondents to cover these particular topic areas, e.g. education, consumer news, city hall, etc. Seven of the nine editors agreed that local newscasts generally devote more attention to certain news topics over others. Some of these particular topic areas which receive special attention on television newscasts,

according to the editors, were employment, politics, education, and business/economics.

The sources associated with most unique news stories, according to editors, were "reporter contacts." These were individuals, both everyday citizens and newsmakers, who contacted reporters or who were contacted by reporters during the course of the news day, and frequently on a news beat. Reporter contacts were cited with overwhelming frequency as primary sources instrumental in prompting station news coverage of specific unique news items. Less frequently cited as sources of unique news stories by editors were the assignment editor, the news wire, futures file, and press releases. Most editors agreed that a substantial number of unique news items are the product of the staff reporter's initiative through the practice of enterprise reporting.

While each of the stations exhibited its own individual character, in terms of news, several stations were relatively similar in their newsroom philosophies relating to unique news stories. Interview data suggested that stations WTOL and WXYZ share a strong and common interest in covering unique news items relating to crime and the courts. Both stations' editors also noted a commitment on the part of respective newsrooms to cover consumer/user type stories which viewers might use to improve their own personal finances and livelihood.

Stations WDHO and WGPR, although substantially different in character, shared a strong sensitivity about generating community awareness about information and topics of value to viewers in the station viewing area. Consequently, the editors of both stations felt that well packaged human interest features and "self help"

pieces were important items to cover on a daily basis. Both stations look to cover "people oriented stories."

Station WGPR exhibited a very distinct news philosophy compared to the other stations studied. This black-owned Detroit station sought to provide a news product which had been formerly unavailable in the greater Detroit area. WGPR deliberately chooses to differentiate its news product from competitors in order to emphasize positive news about blacks, both locally and nationally. The station news editor noted that the station avoids covering murder stories because they frequently involve blacks and qualify as negative black news. The station's editor reasoned that other station competitors covered these types of stories thoroughly, and that WGPR could perform a unique service by turning its news focus elsewhere. Consequently, the station endeavors to provide a black perspective (according to the editor) on news about black officials and newsmakers.

In summary, most editors indicated that they were not seriously concerned about news content duplication, but most agreed that their newsrooms made a conscious effort to differentiate their respective news products. Some ways which editors indicated that they attempted to do this involved an emphasis on investigative reporting, the professional and dramatic packaging of local news stories, and avoiding coverage of pseudo news events and of minor crime and accident/fire stories.

CONCLUSIONS

Overall findings of this study are significant in that they provide documented evidence in support of the Federal Communications Commission's table of assignments and policy of local service. All stations contributed unique news stories in substantial numbers. Even the stations which exhibited the smallest unique news story output, WJIM and WDIV, contributed 16 unique news stories to the respective markets which each station served over the course of a five-day period.

The results of the study attest to the wisdom of the Commission's decision to maximize program sources in an endeavor to facilitate the broadcast of a broad diversity of viewpoints. By implementing a system of local service in which stations are operated within communities, the Commission determined that wide public access to a select number of powerful broadcast stations located throughout the nation in various regions was an inferior alternative. This study dramatically demonstrated that each local station within a given market makes an important contribution to that market in the form of unique news stories added to the localities' total information pool. Further, each station's contribution, in terms of numbers of unique stories, is a balanced and complementary contribution, the elimination of which could limit substantially the amount of local news diversity generated in a given market.

Because local televison stations do make a collective contribution to diversity of information and of viewpoints in the community, broadcasters possess valuable opportunity and responsibility with respect to the maintenance of a market place of

ideas. The greater the number of local television stations within a market, the more the viewer will be exposed to diverse information and viewpoints. It is within such an environment that competition among opposing opinions and ideas is more likely. Under such conditions, according to the concept of the market place of ideas, truth will ultimately prevail to help sustain an informed electorate.

Because local television stations contribute to a community's total information pool, the results suggest that a large number of stations within a given market potentially determine the size of that pool (at least up to four stations in a market). This implication is relevant to both the market place of ideas concept and to localism. The unique needs of the community are more apt to be served by an information pool which is relatively large, as opposed to one which is relatively small. Diverse ideas and viewpoints are also apt to be aired more frequently in markets where the information pool is relatively large and where public access to local television news is abundant. Correspondingly, a dramatic reduction in the size of the information pool within a community potentially limits the extent to which citizens' unique information needs are met, as well as the extent to which viewers are exposed to diverse information and viewpoints.

This study found that the staff news reporter for television was significantly involved with the output of unique news stories by individual stations. Findings showed that reporters' coverage of unique news stories is sometimes influenced by people and events encountered in daily rounds covering beats. Consequently, reporters play an important role in the gathering of unique news items for broadcast and deserve to be studied in this regard in future studies. In some instances, the evidence reported in this study

suggests that assignment editors are more likely to shape that portion of the local news budget which is duplicated among stations in a given market. Reporters, some of whom practice enterprise journalism, are more apt to come up with unique news items.

TABLE 1

Market/Station Distribution of Unique News Stories

Market	Station	Number Unique Stories	Total Number Stories	Percent Unique Stories
Detroit	WJBK	42	87	48.28
	WXYZ	72	120	60.00
	WDIV	16	42	38.10
	WGPR	19	40	47.50
	Total	149	289	51.56
Toledo	WTVG	19	45	42.22
	WDHO	31	62	50.00
	WTOL	25	56	44.64
	Total	75	163	46.01
Lansing	WJIM	16	33	48.48
	WILX	25	42	59.52
	Total	41	75	54.67
	Total	265	527	50.28

TABLE 2

Percentage of Unique News Stories by Market

Market	Number Unique Stories	Total Number Stories	Percent of Total Unique Stories
Detroit	149	289	56.2
Toledo	75	163	28.3
Lansing	41	75	15.5
Total	265	527	100.0%

TABLE 3

Unique Story Time By Station in Minutes

Station	Unique Story Time	All Story Time	Percent Time Unique
WJBK	51.1	146.5	34.91
WXYZ	122.0	225.2	54.21
WDIV	42.6	98.7	43.12
WGPR	26.0	51.2	50.81
WTVG	14.4	46.9	30.73
WDHO	28.6	59.8	47.86
WTOL	31.3	62.0	50.43
WJIM	16.6	32.2	51.55
WILX	25.0	50.2	49.85
Totals	357.6	772.5	

TABLE 4

Unique Story Time by Market In Minutes

Market	Unique Story Time	All Story Time	Percent Time Unique
Detroit	241.7	521.5	46.35
Toledo	74.3	168.7	44.04
Lansing	41.6	82.4	50.52

TABLE 5

Average Unique Story Time By Station In Minutes

Station	Unique Story Time	All Story Time
WJBL - Mean	1.22	1.68
WXYZ	1.69	1.88
WDIV	2.66	2.35
WGPR	1.37	1.28
WTVG	.76	1.04
WDHO	.92	.97
WTOL	1.25	1.11
WJIM	1.04	.97
WILX	1.00	1.20

TABLE 6

Percentage of Unique Stories by Topic Category

Category Label	No. of Unique Stories	Total No. of Stories	Percent Stories Unique
Business-Economics	42	58	72.0
Government-Politics	61	134	46.0
Education	12	38	32.0
Human Interest-Feature	60	76	79.0
Crime-Courts	53	113	47.0
Social Conflict-Welfare	12	33	36.0
Health-Medical-Science	13	17	76.5
Accident-Disaster	12	55	22.0
Religion	0	3	0.0
Total	265	527	

TABLE 7

Percentage of Unique Story Time By Story Topic

(In Minutes) Story Topic	Unique Story Time	All Story Time	Percent Unique Time
Business/Economics	56.43	85.47	66.03
Government/Politics	81.23	217.18	37.40
Education	14.35	65.00	22.08
Human Interest/Feature	100.92	118.12	85.44
Crime/Courts	48.67	132.00	36.87
Social Conflict/Social Welfare	21.60	47.45	47.21
Health/Medical/Science	21.33	26.25	81.27
Accident/Disaster	13.12	77.70	16.88
Religion	0.00	5.10	0.00
Total	357.65	772.57	

TABLE 8

Percent of Unique News Items by Story Type

Story Topic	Number Unique Stories	Total Number Stories	Percent Unique Stories	Percent of Total Unique Stories
Hard News	205	451	45.45	77.36
Soft News	60	76	78.95	22.64
Total	265	527		100.00%

TABLE 9

Unique Story Time Versus All Story Time By Story Type

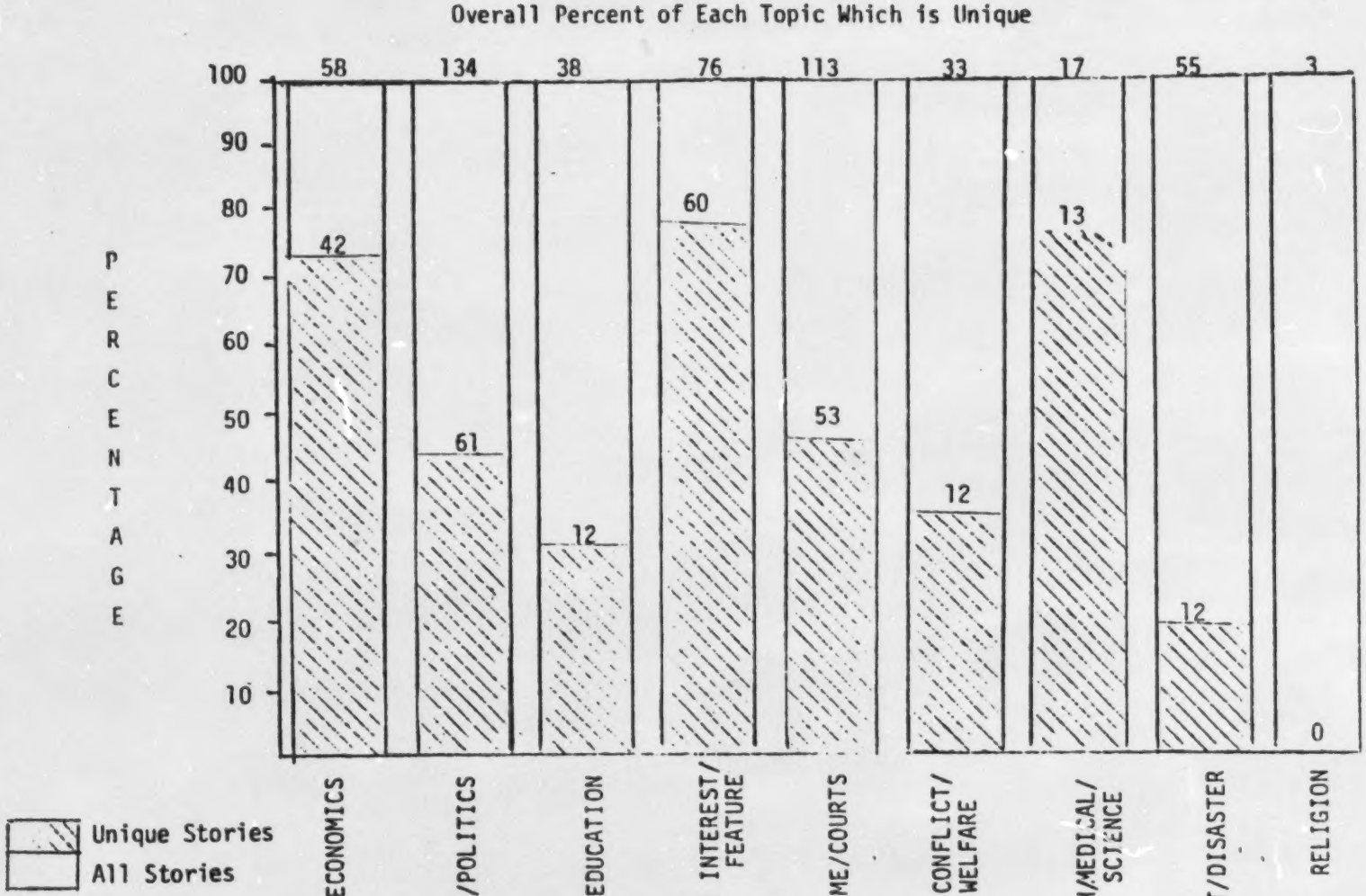
(In Minutes) Story Topic	Unique Story Time	All Story Time	Percent Unique Time
Hard News	256.73	654.45	39.23
Soft News	100.92	118.12	85.44
Total	357.65	772.57	

TABLE 10

Market Unique Story Time By Story Type

(In Minutes) Market	Hard News Time	Soft News Time	Unique Story Time	Percent Hard News Time	Percent Soft News Time
Detroit	167.87	76.87	241.73	68.20	31.80
Toledo	53.67	20.63	74.30	72.23	27.77
Lansing	38.20	3.42	41.62	91.79	8.21
Total	256.73	100.92	357.65		

FIGURE 1


Overall Percent of Each Topic Which is Unique
PERCENTAGE
100
90
80
70
60
50
40
30
20
10
58
134
38
76
113
33
17
55
3
42
61
12
60
53
12
13
12
0
Unique Stories
All Stories
BUSINESS/ECONOMICS
GOVERNMENT/POLITICS
EDUCATION
HUMAN INTEREST/ FEATURE
CRIME/COURTS
SOCIAL CONFLICT/ SOCIAL WELFARE
HEALTH/MEDICAL/ SCIENCE
ACCIDENT/DISASTER
RELIGION
Story Topic

APPENDICES

APPENDIX A

DEFINITIONS: NEWS STORY TOPICS

CODE NO.

01 BUSINESS/ECONOMICS - news items relating to business, industry, commerce, banking, finance, employment, labor and agriculture. Stories about labor unions, labor strikes, consumer news, and farm news. Excluded are news items about taxes (which will be coded GOVERNMENT/POLITICS).

02 GOVERNMENT/POLITICS - news items dealing with public policy issues, elections, campaigns, and activities of governmental bodies (local, state, and federal) excepting items about school board elections and millages associated with school operation and other school related matters (which would be coded EDUCATION). Also included are stories about political organizations on the city, county, state, and national levels. Stories about the legislative process and the execution of laws. News items about taxes, political issues, candidates, leaders in addition to stories relating to criticisms of government activities.

03 EDUCATION - news items involving private and public schools, colleges, universities, trade schools, adult education, R.O.T.C., libraries, and statements by educators. Stories about school board elections and millages associated with school operation and other school related matters. Also stories relating to general educational programs and activities, as well as special educational programs (Bush, 1960).

04 HUMAN INTEREST/FEATURE - soft news items of prominent people, oddities, children, animals, and entertainment. This category includes items which are not straight news stories, but which instead are timeless in nature and which appeal to people's emotions (i.e. curiosity, amazement, skepticism, humor, sadness, and amazement). News items which are light and entertaining. This category also includes "how-to-do-it" features, advice--items with no real news peg (consumer-user type stories). Also stories about entertainers and celebrities, and their obituaries.

05 CRIME/COURTS - news items relating to acts of crime and vice, i.e. stories of extra-legal acts, robberies, murders, assaults, rapes, etc. Excluded are stories relating to SOCIAL CONFLICT/ SOCIAL WELFARE. Also news items about criminal apprehension, arrest, and trial. News items about suicides. Stories about trials, pleadings, and reviews of civil suits, excluding items relating to GOVERNMENT/POLITICS.

Appendix A

CODE NO.

06 SOCIAL CONFLICT/SOCIAL WELFARE - news items which involve conflict between social groups, rather than between individuals (Lowry, 1971a), i.e. protests, riots, and demonstrations, excluding labor strikes, picketing, and disputes. Stories concerning the failure of individuals or society to function in a cooperative manner. This category also includes news items about social welfare, with the exception of stories relating to HEALTH/MEDICAL/SCIENCE.

07 HEALTH/MEDICAL/SCIENCE - news items concerning development of new devices, techniques, and applications within the medical and physical science fields. Stories about public health services, health related matters, diseases, epidemics, and cures. Also stories about the services of medical and health organizations. News items involving theories, inventions, and innovations from the natural and social sciences, News stories relating to the environment.

08 ACCIDENT/DISASTER - news items involving natural disasters or unforseen events which result in personal injury or in destruction of life or property. Stories about fires, floods, tornadoes, hurricanes, earthquakes, explosions, transportation accidents, and public safety. Stories about accidents befalling individuals, i.e. a hunting accident (Lowry, 1971a).

09 RELIGION - news items about churches and religious sects. Stories involving statements by the clergy or by religious leaders. Stories about religious holidays, celebrations, and observances (Bush, 1960).

10 OTHER NEWS - news items which do not belong to one of the above nine categories.

DEFINITIONS: NEWS STORY TYPES

01 HARD NEWS - news items categorized in any of the ten topic categories, with the exception of HUMAN INTEREST/FEATURE, will be coded as HARD NEWS.

02 SOFT NEWS - nets items categorized in the topic category HUMAN INTEREST/FEATURE will be coded as SOFT NEWS.

Appendix B

CARD A

(Monday June 14 -- Detroit)

WJBK	WXYZ	WDIV	WGPR
1. Rep. Jim Dunn announces reelection bid.	1. President of Detroit Bar comments on personal safety of lawyers.	1. Consumers look out for cook ware company.	1. Local woman flute player tours Germany.
2. Report on home mortgage rates released.	2. Rescue helicopters in Detroit buildings.	2. Detroit police conduct search for 87-year-old woman.	
3. Job telethon on Channel 56	3. Bicycling for fitness and health; consumer user.	3. State to provide aid for Detroit public schools.	
4. U. of M. men featured in Playgirl magazine.	4. Library starts "Lend-a-tool" program for do-it-yourselfers.	4. Political battles develop in Wayne County.	
5. Father Kern to be honored.	5. Rowdy fans in Tiger Stadium will be penalized.		
6. Barricades at Hines Park may come down.	6. Wayne State University financial crisis.		
	7. Police seek murder suspects in killing of party store owner.		
	8. Squatters occupy abandoned city homes.		
	9. Old building revitalized in downtown area.		

CARD A (continued)

WJBK	WXYZ	WDIV	WGPR
10. Mayor Young to be installed as president of Conference of Mayors.			
11. Amtrak cancels service from Detroit to Jackson.			
12. Local woman tries to break into show business.			
13. Bud Company drops injunction against N.Y.C.			
14. The health problem posed by back aches... medical matters.			

CARD B

(Tuesday June 15 -- Detroit)

WJBK

1. Blood drive held today downtown.
2. Building trades council...tradesmen strike, H.E.O.'s settle.
3. Residents send petition to Rep. Jim Dunn.
4. Four southeast Michigan cities to go to court over tax assessments.
5. Police hunt bank robbers of National Bank of Detroit branch at 7-Mile and Ileen.
6. Local man killed in Missouri helicopter crash.
7. Johnny Lee Brown renigs on deal with police and faces additional car theft charges.

WXYZ

1. Police obtain confession from suspect in Buhl Building murders.
2. Clean-up of Jeffries Project.
3. Feature report on keeping your car out of the body shop.
4. Feature report on dieting and restaurants.
5. Wayne State U. engineering students work on alcohol car.
6. Fire safety in downtown buildings.
7. Police arrest woman for embezzling funds from travel agency.
8. Kaiser/Fraiser Club meeting.
9. "Mothers against potholes."

WDIV

1. Feature report on protecting your home from burglars.
2. U. of M. study results on Detroit relocation of Poletown residents.
3. Wayne County political outlook.
4. "Tuesday's Child" feature report... finding big brothers.

WGPR

1. Rally to be held at Kennedy Square to protest Reaganomics.
2. Lucas challenges tax package in Wayne County.
3. Government surplus cheese distributed in Detroit.

CARD B (continued)

WJBK	WXYZ	WDIV	WGPR
10. Lee Iacocca should be "Man of the Year."			
11. Feature report--"Gift of Love"...a child.			

CARD C

(Wednesday June 16 -- Detroit)

WJBK

1. Highland Park residents protest towing.
2. New housing construction down in Michigan bucking upward trend nationally.
3. Horse show opens in Bloomfield Hills.
4. Feature report on lightning safety.
5. Dearborn tells man to get rid of cougar.
6. Detroit schools may lay off teachers.
7. State certifies Detroit budget is balanced.
8. Golfers pay to play for charity.
9. Government surplus cheese to be distributed in Detroit.

WXYZ

1. Aftermath of Buhl Building murders... woundings.
2. Police conduct search for missing woman... Wanda Evans.
3. Feature report on today being the last day of the school year.
4. Local perspective on Nat'l Science Academy report on diet and cancer.
5. Son of former president of G-M, Tom Estes, goes to prison in Illinois.
6. Feature report... pulling weeds is tough on your body.
7. McClouth steel workers trying to save their jobs.

WDIV

1. Feature report on keeping your home safe from burglars.
2. Wayne County Road Commission executives adopt new labor contract, guaranteeing their jobs for six years.
3. Nursing home residents get puppies as visitors...pet therapy.

WGPR

1. AFL-CIO may make local endorsements.
2. State Board of Education advances funds to Detroit Schools.
3. Detroit Edison to sell power to G.P.U. of New Jersey.
4. Senior citizens affected by Reagonomics...feature report.
5. Beware of cook ware sold from phone booths.
6. Conference on Black female businesses.
7. Detroit area gas prices up.
8. Clark's Co-op...people pool buying habits and take advantage of quantity buying.

CARD C (continued)

WJBK	WXYZ	WDIV	WGPR
10. Wayne Co. Community College may fire President Simmons.	8. U.A.W. holds conference on putting America back to work.		
	9. Cycle Tech takes over old plant.		
	10. Opening of VW plant in Sterling Heights delayed indefinitely.		
	11. Federal government helps state clean up toxic waste dump at Schwartz Creek.		
	12. Feature report on repairing dam in Bald Mt. Park.		
	13. Building Trades strike almost over.		
	14. Warehouse workers strike at Vernors.		
	15. Feature report on the importance of grand parents in a child's life.		
	16. Doris Bisco honored by March of Dimes.		

CARD D

(Thursday June 17 -- Detroit)

WJBK	WXYZ	WDIV	WGPR
1. Striking Vernors workers hold meeting to vote.	1. Nuclear weapons to be located near Detroit.	1. Candidates emerge for chief executive post in Wayne County.	1. Monroe evacuation plan found to be inadequate.
2. Highland Park drivers had cars towed...win in court.	2. Detroit state rep. accused of posession of a stolen car.	2. Mickey Schorr to sell tape/stereo business.	2. Academic survival course offered at M.S.U. for minority undergraduate students.
3. Washington Blvd. re-named for Father Kern.	3. Aftermath of Buhl Bldg. murders/woundings/fire.		
4. O.C.C. students re-build mastadon... feature report.	4. Dead baby found out-side local church.		
5. Wayne Co. recinds layoffs...may ask for tax hikes.	5. Carol Webb charged with torture of her sons.		
6. Company employees may purchase McClouth Steel.	6. Queen of Netherlands to visit Detroit.		
7. Shareholders approve Strohs/ Schlitz merger.	7. Detroit may host 1984 Democratic convention.		
8. Vernor's strikers stone scabs.	8. G.M. workers in Pontiac to be laid off.		
9. Man hunt ends for suspect in Shelby Township murder.	9. Wayne Co. may return patrol to Hines Park.		
	10. Gross Isle man charged with man-slaughter.		

CARD D (continued)

WJBK	WXYZ	WDIV	WGPR
10. Lucille Walker verdict.	11. Police count money obtained in local drug raid.		
11. Feature report on smashing Japanese import cars...a charity campaign sponsored by local ad agency.	12. Daughter of state representative to run for state rep. seat... same last name on ballot.		
12. "Pub Crawl" tonight to benefit Detroit Opera.	13. Last day of school today.		
13. Historical marker placed on Y.M.C.A. branch.	14. Detroit man to serve time for supplying false i.d.'s to aliens.		
14. Local ice cream company finds work for teens.	15. Feature...woman dedicated herself to convalescent home.		
	16. Health problem posed by flat feet.		
	17. Oak Park High radio marathon.		

CARD E

(Friday June 18 -- Detroit)

WJBK

1. Ethnic Festival steals business from downtown restaurants.
2. Surgical technique developed in Detroit aimed at curing diabetes.
3. Bloomfield Township doctor sentenced in shooting.
4. Jury selection starts for two Detroit suspects in Trooper Scott murder case.
5. Area treasurer charged for lewd and lascivious behavior.

WXYZ

1. Reputed drug dealer involved in operation of VISTA waste treatment plant.
2. Drug dealers face arrest in aftermath of heroin drug bust on Tracy Street.
3. E.P.A. Research Center on Gross Isle closing due to federal cuts.
4. Detroit ruled out for G.O.P. convention, but may still be in running for Democratic convention.
5. VW plant in Sterling Heights still under construction in face of company losses.
6. Kiegle Harbor authorities seek extradition of Michigan murder suspect (Nugen).

WDIV

1. Federal employment program helps teach Detroiters to compete for jobs.
2. Reaganomics takes social security benefits away from elderly jewish emigrant living in Detroit.
3. Wayne County Road Commission members protect jobs contractually.

WGPR

1. Mayor Young to attend Mayor's Conference... explains missions for conference.
2. Wayne Co. judge closes Michigan Democratic Federated Club after illegal activities.
3. Residents and clergy conduct prayer walk to raise spirits of Detroit's needy.
4. Detroit officials attend fund raiser for education of Third World students ...sponsored by Israel.
5. Renowned Detroit model comments on challenges of being Black in the modeling profession.

CARD E (continued)

WJBK	WXYZ	WDIV	WGPR
	7. Hickory street crimes follow murder in Troy (Harless case).		
	8. Detroit police seek suspect in robbery of Detroit Bank in Troy.		
	9. Wayne Co. judge rules Detroit police reservists carry guns illegally.		
	10. Feature report on Mickey Schorr retiring from stereo business.		
	11. State penalizes Detroit nursing homes for not providing proper care.		
	12. Walt Disney animator visits Detroit.		
	13. Bendix newly weds attend Southfield reception.		
	14. Fruhoff's Neighbor Get Acquanited Picnic gets under way.		

APPENDIX B

CARD A

(Monday June 14 -- Toledo)

WTVG

1. Scioto Co. Community Action Agency ordered not to use CETA funds to help Ohioans find work in other states.
2. Lucas County Library System launches summer reading program.
3. Ohio Building Authority seeks to finance bonds for new office building in Columbus.
4. Recycling program in Toledo keeps area youth busy and city clean.

WDHO

1. Hike in Toledo payroll income tax prompts city council to recall refuse collectors and clerical workers.
2. Spokesman for Plasgon Company workers on strike in Toledo comments on U-A-W contract dispute.
3. Lucas County Democratic Party to meet and choose party chairman.
4. Flag Day...feature report on the proper way to dispose of colors.

WTOL

1. Two arraigned on murder charges in the deaths of Diane Brown and Iguest Holston.
2. Canine Parvo virus affects area farm live stock.
3. Toledo zoo perpetuates its existence by applying creative breeding.
4. Feature report on fire works safety.
5. Needy Toledo residents receive government surplus cheese.

CARD B

(Tuesday June 15 -- Toledo)

WTVG

1. Gubernatorial candidate Clarence Brown comments on state taxes at Masonic Auditorium in Toledo.

WDHO

1. Citizens groups protest merger of Ohio Citizens Bank.
2. City hears request to close road by Metro Park, near Walnut Grove picnic area.
3. City Park Board to start legal proceedings against Ida Green.
4. Toledo Better Business Bureau warns residents against door-to-door scams this summer.
5. Ohio Senator Metzenbaum speaks to Cleveland labor leaders about G-O-P administration's policies.
6. "Healthy Woman" health care facility opens in Toledo to serve working women.
7. Beach house home for battered women holds reception for donors and financial support.
8. Police seek suspects in Banner slaying.

WTOL

1. Teachers strike in Washington School District to be mediated soon.
2. University of Toledo faces space problems with increased enrollment and loss of residence hall.
3. Steam locomotive in Continental, Ohio restored by residents.
4. Strawberry crop in Sylvania exceptionally good this year... Extension Service gives advice on picking the fruit and nutritional considerations.

CARD C

(Wednseday June 16 -- Toledo)

WTVG

1. Infant child, Randall Styber remains in critical condition after he fell into bay and almost drowned.
2. Jury selection nears end in the retrial of accused mass murderer James Ruppert.
3. Swanton County is without a police chief as city council refused to confirm a candidate.
4. Station News Director becomes parent of new baby.

WDHO

1. Citizens protest use of municipal funds by Oregon City. Public hearing scheduled.
2. Bank teller shot and killed in robbery of United Bank in Canton.
3. Crime increase in Toledo prompts seminar for store owners on robbery prevention.
4. Craig bridge is site of several car accidents...near Star St. exit, north bound.
5. American Motors extends special sales program on locally made jeeps to other models.
6. Local construction picture brightens as revenue bonds approved for building new warehouse and grain elevator.
7. Coroner investigates case where corpse of child found packed in concrete. (Parents charged with abusing a corpse.)

WTOL

1. 16-year-old jogger struck and killed by motorist...driver arrested.
2. Construction of $8 million nursing home promised as state comes up with matching funds.
3. Commissioners and zoological society strike compromise on new board of directors to run city zoo.
4. Construction underway to close site of 29 accidents...open median at Hemoine Road and I-280.
5. Toledo area truckers wives organize group (Tough) to support striking truckers.
6. Passenger traffic at airport down 19% as Piedmont Airlines to begin service.
7. Belly dancer arrives at area nursing home to help residents celebrate Fathers Day.

CARD D

(Thursday June 17 -- Toledo)

WTVG

1. Reno Beach Coast Guard continues search for three missing men.
2. Infant, Randall Styber, alive after falling into bay and nearly drowning.
3. Sierra Club endorses local Democrats for the first time.
4. Steamboat "Princess" readies herself to sail from Providence Park for 12th season.
5. City tax increase may result in renovation and reopening of five Toledo swimming pools.
6. Area physician warns that starch-blocking diet pill could be harmful.
7. State spends millions on paraplegic convict Leo Jenkins, destined for execution in electric chair.
8. Village of Swanton cannot decide on candidate for police chief.

WDHO

1. Ricker residence on Norwood is safe of mid-day fire as 11-year old boy summons firemen.
2. Gas prices may increase due to tax on imported oil according to an Indiana oil distributor from Toledo.
3. Bowling Green tries to head off water scarcity by letter writing campaign by city council...urging residents to conserve water.
4. Archaeological dig at Maumee's Ft. Miami State Park seeks 200-year-old fort with aid of city funds.
5. Ten years after Watergate break-in, area kids asked about what they remember about the incident.

WTOL

1. Controversy develops over use of a plot of Toledo land, initially to be used for housing development. (Opponents to object in City Hall.)
2. New law eliminates individual pricing requirements for Toledo grocery stores using electronic scanners.
3. Antique glass works flown to Owensville by helicopter as part of exhibit scheduled for August 14.
4. $8 million nursing home project in Sandusky to result from conversion of veterans hospital.
5. Local woman turns game of Rubick's Cube into way of life. Offers model for the blind.

CARD E

(Friday June 18 -- Toledo)

WTVG

1. Lucas County may spend .25 million dollars on new jail facilities to alleviate overcrowding at county jail.

2. Murder suspect in killing of two University of Michigan students pleads insanity.

WDHO

1. Toledo woman files suit in U.S. District Court on behalf of retirees...to protect retirement and social security benefits.

2. Columbus police use tear gas to apprehend man in borading house.

3. Coast Guard recovers body of Dan White, who drowned at the mouth of Toussan River.

4. Toledo major compares city to Chrysler...needs increased revenues and management.

5. Lower education in Toledo criticized...prompts Toledo teachers to attend seminar in Bedford on "power writing."

6. Fathers Day feature on how animal fathers protect their young at the Toledo Zoo.

7. Archbold Ohio residents pay to have businessman arrested as part of Cystic Fibrosis campaign.

WTOL

1. Toledo postal employees and wife arraigned on charges of food stamp fraud.

2. Fines for Toledo parking tickets likely to increase.

3. Gibsonburg is site of weekend games and races to honor volunteer firemen.

4. Night crawlers hunted by poverty stricken Laotian immigrants...as well as area fishermen.

CARD A

(Monday June 14 -- Lansing)

WJIM

1. City council hears ordinance allowing local vendors to do business in Washington Mall.

WILX

1. City council hears proposal to commit new parking spaces in downtown area to city real estate developers.

2. Lansing police arrest Detroit man for carrying loaded weapon in trunk of car.

3. Cascades Waterfall Goddess returns to Jackson to present personal scrapbook to Cascades museum.

CARD B

(Tuesday June 15 -- Lansing)

WJIM

1. Vietnam veteran program in Mason helps vets readjust by providing therapy and other assistance.

WILX

1. Father and son (The Cropsy's) file candidacies for state senate seat.
2. Representative Jim Dunn and opponent Bob Carr debate postal privilege of U.S. representatives.
3. Downtown Jackson hotel undergoing renovation to house elderly citizens.
4. Michigan Supreme Court reinstates law suit against Jackson County Road Commission...stemming from earlier accident involving car and motorcycle.
5. Goodyear Tire Company manager in Jackson transferred to Virginia.

CARD C

(Wednesday June 16 -- Lansing)

WJIM

1. Hart bound over to circuit court for arraignment on concealed weapon charge.
2. State senate prepares to adopt child abuse bill sponsored by Representative Stabenow.
3. Lansing postal employee wins out-of-court settlement in sex discrimination suit.
4. Feature report on how to deal with power outages.
5. Students build robot with 15-inch nose.

WILX

1. Representative Stabenow receives re-election challenge from Paula Johnson.
2. Representative Hornum announces he will not seek reelection.
3. Thieves rob local bike shop... leather jackets reported stolen.
4. Meridian police seek witnesses in robbery of Michigan National Bank.
5. Lansing police warn residents to beware of gypsy scams and swindles during the summer.
6. Conferences to be held at MSU to educate public on how to avoid lake pollution problems, cropping up around the state.
7. Capital City Airport officials discuss plans for adding new restaurant.

CARD D

(Thursday June 17 -- Lansing)

WJIM

1. Lansing School administrators may not receive proposed salary raises, in the aftermath of a district re-organization.

2. Oldsmobile in Lansing to lay off 75 auto workers.

3. Senator Sederburg comments on how new coal mining bill will affect Ingham County.

4. Lansing attorney Luomo released from jail after receiving contempt charge in Benda Gas Station case.

5. E. Jackson and Lapeer Schools sued for assessing charges for student athletics.

6. State transportation department required to install water mains in Brighton area.

WILX

1. Alsner murder trial begins in St. Johns...defendant accused in the murder of his father.

2. Judge in Haggard mass murder case refused to remove himself from the case.

3. Community leaders air concerns for improving safety and conditions in Lansing playgrounds. (Some minority youths use playgrounds for illegal purposes).

4. MSU students take part in bicycle marathon to New Orleans to raise funds to fight arthritis.

5. A look at the need for weather sirens in Munith...on the heels of a recent tornado incident.

CARD E

(Friday June 18 -- Lansing)

WJIM

1. Foreclosure announced on office wing of Long's Convention Center.
2. Lansing-Jackson area is test market for promoting Jacob Best Beer.
3. MSU entomologist describes damage and affects caused by aphid disease on Michigan crops.

WILX

1. Senator Sederburg comments on advantages of a part-time Michigan legislature.
2. Alsner murder trial continues in Clinton County...defendent charged in killing of his father.
3. Representative Hollister criticizes G.O.P. administration's budget plan.
4. Eight illegal aliens arrested in Stockbridge.
5. Swedish band and ballet performances take place in downtown Lansing... performed by foreign exchange group.

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